

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas pelayanan dan promosi terhadap keputusan konsumen membeli di Kampoeng Steak Ketintang Surabaya dengan menggunakan pendekatan kuantitatif. Populasi yang digunakan adalah konsumen yang membeli di Kampoeng Steak Ketintang Surabaya dengan teknik pengambilan sampel aksidental sampling, dan jumlah sampel sebanyak 100 orang. Teknik analisis data yang digunakan adalah analisis regresi linier berganda.

Hasil pengujian menunjukkan harga, kualitas pelayanan dan promosi masing-masing mempunyai pengaruh terhadap keputusan pembelian. Hasil ini mengindikasikan model yang digunakan dalam penelitian layak dilanjutkan pada analisa berikutnya. Hasil didukung dengan tingkat koefisien determinasi berganda sebesar 73,6% menunjukkan determinasi antara variabel tersebut terhadap keputusan pembelian memiliki pengaruh yang kuat. Hasil pengujian juga menunjukkan bahwa: (1) harga mempunyai pengaruh signifikan dan positif terhadap keputusan pembelian; (2) kualitas pelayanan mempunyai pengaruh signifikan dan positif terhadap keputusan pembelian; (3) promosi mempunyai pengaruh signifikan dan positif terhadap keputusan pembelian.

Kata kunci: Harga, kualitas pelayanan, promosi dan keputusan pembelian

ABSTRACT

The purpose of this research is to find out the influence of price, service quality and promotion to the customer purchasing decisions at Kampoeng Steak Ketintang Surabaya by using quantitative approach. The population is all customers who have ever purchased at Kampoeng Steak Ketintang Surabaya and the sample collection technique has been carried out by using accidental sampling, and 100 people have been selected as samples. The data analysis technique has been done by using multiple linear regression analysis.

The result of the test indicates that price, service quality and promotion each of them give influence to the purchasing decisions. These results indicate that the models which have been used in the research is feasible to be used for the following analysis. This result is supported by the level of multiple determination coefficient is 73.6% which shows the determination among these variables to the purchasing decision have great influence. The result of the test shows that: (1) price give significant and positive influence to the purchasing decision; (2) service quality give significant and positive influence to the purchasing decision; (3) promotion give significant and positive influence to the purchasing decisions.

Keywords: Price, service quality, promotion, purchasing decisions